

Town of Hingham



Council on Aging Advisory Board Meeting Minutes

Thursday, September 9, 2021

9:00 AM to 1:30 PM

Remote meeting via Zoom:

Dial-in number: 646-876-9923

Meeting ID: 854 7186 9052 - No Password Required

Zoom Link: <https://us02web.zoom.us/j/85471869052>

This meeting is being held remotely as an alternate means of public access pursuant to Chapter 20 of the Acts of 2021 temporarily amending certain provisions of the Open Meeting Law. You are hereby advised that this meeting and all communications during this meeting may be recorded by the Town of Hingham in accordance with the Open Meeting Law. If any participant wishes to record this meeting, please notify the chair at the start of the meeting in accordance with M.G.L. c. 30A, § 20(f) so that the chair may inform all other participants of said recording.

Attending:

- David Alschuler (Chair)
- Cindy King – Frode
- Ethel Franks
- Eleanor Letterie
- Joe Millburg
- Joe Nevins
- Jean Silverio
- Scott Stevenson (Vice-Chair)
- Deborah Sullivan (Secretary)
- Jennifer Young (DES Director)

Guest Attendees:

- Sally Keeler O'Hare
- Tom Carey

Absent:

- Karen Johnson

Retired:

- Linda Powers

1. Call to order at 9:02 am

- a. Quorum determined.

2. Chairman's Remarks - David Alschuler and Vice-Chair Remarks - Scott Stevenson

- a. David welcomed new board member Joe Nevins.
- b. David announced retirement of Linda Powers and board vacancy.
- c. Joe Nevins provided background and history.
- d. Scott discussed visits to senior centers in neighboring towns to assess offerings, program development, and role of friends groups.
- e. Scott advised of efforts to pursue a vendor for a needs assessment.

3. Approval of Amendment of Minutes of Prior Meeting of (July 13, 2021)

- a. Motion to accept the minutes by Jean; seconded by Cindy. Passed unanimously.
- b. Agreement that today's meeting will be recorded.
- c. Discussion regarding location of prior years' meeting minutes. Jennifer confirmed meeting minutes uploaded in system since her tenure began in 2019. Meeting minutes should be on town website prior to that time, but Scott noted that there are holes/gaps and not all minutes are available prior to 2019.

4. Director's Report – Jennifer Young, Senior Center Director – Directors Report for July – August 2020

- a. Director's full report attached hereto at Exhibit A and incorporated herein by reference.
- b. FY2021 Ending June 30, 2021 Financial Reports
 - i. Donation Account Budget FY2021 attached hereto at Exhibit B and incorporated herein by reference. Discussion around this account as possible source of funding for needs assessment.
 - ii. Annual Appeal Comparison FY 2019, 2020, 2021 attached hereto at Exhibit C and incorporated herein by reference.
 - iii. Revolving Account as of 06/30/21 attached hereto at Exhibit D and incorporated herein by reference.
 - iv. Formula Grant Budget FY2021 attached hereto as Exhibit E and incorporated herein by reference. Discussion around the Newsletter

postage and mailing line item budget of \$16,000.00 and initiative to reduce this cost by sending newsletter electronically. Future Agenda Item to discuss campaign to accomplish this and to divert savings towards volunteer coordinator position.

- v. Municipal Budget FY2021 attached hereto as Exhibit F and incorporated herein by reference.
- c. FYE2022 Revenue – Revenue remains about the same from year to year. No changes in headcount or staffing for coming year. Fiscal 2023 discussions will begin in December.
- d. Fitness Instructors and “The Price of a Cup of Coffee”
 - i. Some members have expressed dissatisfaction that we are charging for a cup of coffee. Costs of coffee are approximately \$100 per month. Donation from Rose Cundari’s family will support cost until funds run out. Motion to fund coffee from Donations Account thereafter by Jean, seconded by Joe Nevins. Approved unanimously.
 - ii. Fitness class prices were raised to \$5.00 per class per Board approval in July. Some members have expressed dissatisfaction with price increase. An on-line payment platform has been developed, new equipment purchased and closet has been revamped. There is now an 8 week program registration which has also received some negative feedback from members who do not want to commit to that time period. Lack of staffing does not permit for less than an 8 week registration period. A virtual credit has been created for refunds. Need to reduce labor associated with registration process. Fitness instructors are receiving \$50.00 per class currently. \$60.00 is more in line with market. Some programs are at risk as we can’t cover costs of instructors.
- e. Rebranding, Marketing, Community Outreach and Development
 - i. Discussion regarding possible name change, names and timing.
 - ii. Survey for seniors should be considered to include thoughts on and suggestions for name change, and to target those who don’t use the center but who fit demographic in an effort to attract more seniors.
 - iii. Suggestion of Hingham Center for Active Living as possible name.
 - iv. Sub-committee to be established to form initiative to research this further including renaming, rebranding and strategic plan. Should include 3 COA members and 3 non-board members.

- v. Motion to form committee to re-brand, market and develop outreach by Scott. Second by Deb. Unanimous approval. Joe Nevins agreed to chair committee.
- f. “Friends” Group
 - i. Discussion around desire for, need for and initiation of “Friends” group.
 - ii. Purpose is fundraising arm through events and community outreach to offset program costs and provide funding for additional programs.
 - iii. Goal to offset cost of doing business.
 - iv. David’s Motion to form a “Friends” group study committee. Deb second. Unanimous except Eleanor who abstained. Scott agreed to chair committee.
- g. Volunteerism
 - i. Center needs more volunteers. Jennifer and staff constrained by staffing limitations.
 - ii. Need for “volunteer coordinator” position in our town.
 - iii. David suggests formation of a volunteer based committee to increase volunteerism, to train and reward volunteers and to offer volunteer training opportunities.
 - iv. Cindy will chair and recruit for Volunteer Enrichment Committee.

5. *Senior Center Building Committee Report*

- a. Jean reported as liaison. Tom Mayo, president of Senior Center Building Committee joined.
- b. Building Committee meeting took place on September 8, 2021. Discussed ways to move forward and share information.
- c. Discussion around retro-fitting the current space versus building new.
- d. Discussed current parking challenges.
- e. Discussed Proposed Needs Assessment by UMass Boston Center for Gerontology.
- f. Emphasis on need to request funds for Needs Assessment.

6. *Needs Assessment Study by UMass Center for Gerontology*

- a. UMass Boston Gerontology Institute has provided a professional services agreement to provide a Community Needs assessment for the all-inclusive cost of \$35,000.00. Copy of Professional Service Agreement, attached and incorporated herein by reference at Exhibit G.
- b. Agreement that we need to proceed quickly with funding and moving forwards with the study due to competing town needs.
- c. Jennifer, Scott and David will meet with Tom Mayo to explore possibility of funding the study from additional sources outside of only COA funds.
- d. Tom Carey, Chair of Building Committee, agrees with need for Needs Assessment by UMass Boston. Possibility of some funds for Needs Assessment from Town Building Fund.
- e. Scott's Motion to approve the suggested resolution that the Hingham Council on Aging approves the terms and conditions of the **"Professional Services Agreement"** proposed dated August 2021, attached hereto, for the preparation of the described **"Aging in Hingham: A Community Needs Assessment"** report and requests the Town of Hingham forthwith, approve, execute and deliver said agreement to the University of Massachusetts Boston Gerontology Institute, together with a deposit check of US \$17,500.00 of the \$35,000.00 total contract sum per the contract terms. Cindy seconded. Unanimously approved.

7. *Annual Appeal*

- a. Motion to approve annual appeal letter with revisions by Deb. Seconded by Cindy. Approved unanimously.

8. *New Business*

- a. Covid-19 – Vaccinating
 - i. Town running ahead of State average in Hingham except for seniors.
 - ii. Ideas to increase vaccine in seniors including short commercial to show benefit of vaccinations. Harbor Media should be contacted.
 - iii. To be discussed in more detail at next meeting with town health agent Susan Sarni.
- b. Programs in FY2022 - creation, presentation and collaboration
 - i. Goal is expansion of programs. Ideas include additional fitness programs. More Art programs. Obtain Netflix account to offer movies. More

educational club programs. A health room with barber/hairdresser/, manicures/pedicures and diabetic foot care.

- ii. Look into “Program Coordinator” position including research as to salary range and changes to job description based on Covid. Develop job description and key responsibilities. Scott will work on resolution regarding program coordinator position for next meeting. Jeanne’s Motion to Support Creation of and Funding for Position of Program Coordinator within Department of Elder Services to be included in Town Budget. Seconded by Cindy. Unanimous approval.
 - iii. Hold placed on any senior trips for now based on Covid.
 - iv. Discussion regarding sharing programing with Hingham Library and Hingham Historical Society.
- c. 2022-2027 Long-term planning and New Strategic Plan
- i. To be addressed following the Needs Assessment.
- d. COA Member Training in FY2022
- i. To include conflict of interest training, open meeting training, EOEA Annual Board Training Manual.
 - ii. More training is in works Massachusetts Association of Councils on Aging.

9. *Designation of Standing Committees and Appointments of Chairs*

- i. Agreement to reinstate committees as they stand.
- ii. Current committees include Grab and Go, Nominating, Newsletter, SSES, Programming.
- iii. New committees to include Rebranding (Joe N.), Volunteer (Cindy), Friends (Scott).
- iv. Agreement to review all at future time.

10. *Adjournment at 1:25 p.m.*

NEXT MEETING OCTOBER 12, 2021 AT 11:30 VIA ZOOM

A

Hingham Department of Elder Services
Director's Report for July - August 2020

Programs

- Director met with or spoke with each of our 5 contracted fitness instructors regarding the return to in-person or hybrid programming. The center will offer 10 fitness classes per week with a hybrid component beginning on September 7th. Registration for session 1 began August 23rd.
- During the month of July the senior center welcomed back the following programs:
 - Real Estate Update luncheon
 - Hybrid: World Affairs, Friday Coffee Shop
 - SHINE, Bridge, Reflexology, Knitting, Oriental Rug, Cribbage, Scrabble, Mah Jongg, Quilting, Dominoes and Let's Color Together.
- During August the senior center welcomed back Memoir Writing, the financial advisor, the attorney, and a special luncheon by Heart Health Home.
- The senior center purchased a 360 degree microphone and a 360 degree conference video and audio device to enhance hybrid program quality.
- Program Statistics

	July	August	
New Members	12	14	
Participation (unduplicated)*	101	129	
Participation (duplicated)*	276	370	
Number of Programs (unduplicated)	32	33	
Number of Programs (duplicated)	141	145	
Medical Transportation Rides (unduplicated)	22	17	
Medical Transportation Rides (duplicated)	83	63	
Non- Medical Transportation Rides (unduplicated)	11	19	
Non- Medical Transportation Rides (duplicated)	31	92	
Rides to Senior Center (unduplicated)	6	8	
Rides to Senior Center (duplicated)	41	55	
Volunteers** (unduplicated)	7	14	
Volunteer Hours** (Duplicated)	19	56	

*Participation data in July and August does not account for remote fitness programs.

**Volunteer hours may not be reflected until the following month.

Facilities

- A coffee machine was purchased and installed, replacing the rented Keurig. The senior center received a \$300 donation in memory of Rose Cundari to offset the cost of coffee for participants until such time when the funds run out.
- The center purchased two 75" LED smart TV's to be wall mounted in the multipurpose room and large classroom for hybrid programming. The proposal by Glynn electric for the installation was approved on August 16th. The cost of the installation will be funded via the donation account.
- The senior center purchased ADA compliant wall mounted placards to identify class rooms and office. The placards have braille.
- Windows were installed in all senior center doors allowing light to shine through, seniors can observe programs and it will increase safety for seniors when opening doors, as well as for staff when they are meeting with seniors behind closed doors.

Outreach Efforts

- Senior Means Tested Tax Exemption information posted on Facebook, Hingham Journal and a PSA was run on Harbor Media beginning August 11th: <https://youtu.be/Gr0DwTQicNA>
- Elder Services Director met with Housing Authority Director for introductions and discussion on future communication and collaboration.
- Vaccination Outreach
 - Prerecorded message sent out on Thursday August 12th with resources during the heatwave and offering assistance to seniors needed help with booking a vaccination appointment. Hingham seniors 75+ fell below the state average for vaccination rates.
 - A flyer regarding vaccination assistance was posted on our Facebook account and sent to the library to be posted.

Other:

- On July 11, 2021, Elder Services signed a grant agreement with South Shore Elder Services for a \$10,000 allotment of the American Rescue Plan funding. The grant is retroactive to April 1, 2021 and ends on September 30th, 2024 and is to support Hingham seniors 60+ with grocery cards or food items for daily nutritional needs. As of 8/17/2021, grant guidelines and allowable expenses had yet not been determined.
- A brief survey was conducted via the free version of survey monkey regarding the interest and intention of seniors to return to in-person fitness classes. 70% of respondents do not want to return to in-person programming at this time (8/16/2021). The free version caps the number of respondents, types of questions and number of questions.
- Receipts for operational items purchased as a result of Covid totaling \$14,262 were submitted to Plymouth County for reimbursement via the Cares Act.

Respectfully submitted,



Jennifer Young, Director of Elder Services

B

Hingham Elder Services Donation Account Budget FY21

	ORG	OBJ	DESCRIPTION		REVENUE TD	TOTAL	
DONATIONS REVENUE	2013	4830	FY 20 BALANCE			\$ 76,406.42	
						\$ 76,406.42	
			ANNUAL APPEAL 19/20	\$ -	\$ -	\$ 76,406.42	
			DONATIONS	\$ -	\$ -	\$ 76,406.42	
			REPAIRS			\$ 76,406.42	
			INCOME TAX PREP	\$ -	\$ -	\$ 76,406.42	
			ANNUAL APPEAL 20/21	\$ 24,407.00	\$ 24,407.00	\$ 100,813.42	
			IN MEMORY OF	\$ 6,120.00	\$ 6,120.00	\$ 106,933.42	
			MISCELLANEOUS	\$ -	\$ -	\$ 106,933.42	
TOTAL REVENUE				\$ 30,527.00	\$ 30,527.00	\$ 106,933.42	
EXPENSES	2013	5200	DESCRIPTION	BUDGETED AMOUNT	EXPENSES TD	REMAINING	% SPENT
NEWSLETTER			NEWSLETTER EXPNS	\$ 4,000.00	\$ -	\$ 4,000.00	
OUTREACH			OUTREACH	\$ 3,000.00	\$ 790.60	\$ 2,209.40	
			OTHER	\$ 3,000.00	\$ 7,084.91	\$ (4,084.91)	
			SENIOR CENTER PROGRAMS	\$ 1,000.00	\$ 21,840.33	\$ (20,840.33)	
			VOLUNTEER APPRECIATION	\$ 6,500.00	\$ 1,734.23	\$ 4,765.77	
			MISCELLANEOUS		\$ 149.22	\$ (149.22)	
			ADDITIONAL MAINTENANCE	\$ 3,000.00	\$ -	\$ 3,000.00	
			ANNUAL APPEAL	\$ 5,200.00	\$ -	\$ 5,200.00	
			ANNUAL APPEAL:POSTAGE	\$ 3,045.00	\$ 3,951.82	\$ (906.82)	
			ANNUAL APPEAL: THANK YC	\$ 3,500.00	\$ 3,016.00	\$ 484.00	
			VISION GROUP EAR MARK	\$ 722.40	\$ -	\$ 722.40	
CARRY OVER AMOUNT			CARRY OVER	\$ 10,000.00			
TOTAL			EXPENSES BUDGETED	\$ 42,967.40	\$ 38,567.11	\$ (5,599.71)	89.76%
DONATIONS ACCOUNT			BALANCE		\$ 68,366.31		
			Undesignated Fund Balance		\$ 5,905.89		
					\$ 74,272.20		

C

Council on Aging Annual Appeal Comparison					
FY	General Appeal	Donations in honor of or in memory of	Total Donations Received	Major Notable Expenses	Comments
2019	\$ 23,640.00	\$ 3,165.00	\$ 26,805.00	\$ 8,320.00	My Senior Center
2020	\$ 15,694.00	\$ 9,832.00	\$ 25,526.00	\$ 8,541.00	New dining tables, 50th
2021	\$ 24,597.00	\$ 6,220.00	\$ 30,817.00	\$ 22,270.00	Instructor Fees (plus an additional \$3,700 from revolving account early on)
2022					

D

BALANCE
REVOLVING ACCOUNT

AS OF 6/30/2021

REVENUE	STARTING BALANCE	\$ 12,497.17
REVENUE	GENERATED	\$ 994.00
REVENUE	TOTAL BALANCE	\$ 13,491.17

EXPENSES	FITNESS INSTRUCTORS	\$ 4,550.00
	COMMUNITY EDUCATION INSTRUCTORS	
	CRAFT CLASS	\$ -
	FITNESS CLASS	\$ -
	COMMUNITY EDUCATION EXP	\$ -
	LIFE LONG LEARNING EXP	\$ -
	RECREATION	\$ 358.90
	TRIPS	\$ 230.00
	TRANSPORTATION	\$ -
EXPENSES	TOTAL	\$ 5,138.90
Undesignated Fund Balance (late expense) Ukulele		\$ (500.00)
Undesignated Fund Balance (late expenses)		\$ 14.00
CURRENT BALANCE		\$ 7,866.27

E

Hingham Elder Services Formula Grant Budget FY21

Starting Balance					\$	2,175.61		
Grant Award					\$	68,820.00		
	ORG	OBJ	DESCRIPTION	Budgeted amount		YTD SPENT	Budgeted BALANCE	% SPENT
SALARIES	2112	5100						
	2112	5100	TRANSPORTATION COORDINATOR	\$ 30,781.00				
	2112	5100	DISPATCHER	\$ 17,017.00				
	2112	5100	SUBSTITUTE DRIVER	\$ 2,741.27				
TOTAL			SALARIES	\$ 50,539.27	\$	34,113.00	\$ 16,426.27	67.50%
EXPENSES	2112	5200						
	2112	5200	NEWSLETTER POSTAGE AND MAILING	\$ 16,000.00	\$	15,429.40		
	2112	5200	ACCREDITATION	\$ 391.58	\$	391.58		
	2112	5200	MAINTENANCE	\$ 1,889.15	\$	1,190.00		
	2112	5200	OTHER POSTAGE		\$	-		
	2112	5200	OTHER	\$ -	\$	10,183.82		
TOTAL			EXPENSES	\$ 18,280.73	\$	27,194.80	\$ (8,914.07)	148.76%
TOTAL			SALARIES	\$ 50,539.27	\$	34,113.00		67.50%
TOTAL			EXPENSES	\$ 18,280.73	\$	27,194.80		148.76%
COMBINED			COMBINED	\$ 68,820.00	\$	61,307.80	\$ 7,512.20	89.08%
			Beginning Balance			\$	2,175.61	
			Undesignated Fund Balance			\$	(1,260.28)	
			Ending Balance			\$	8,427.53	

F

Hingham Elder Services Municipal Budget FY21

	ORG	OBJ	DESCRIPTION		FY 21 Appropriated	ADJUST	YTD SPENT	% SPENT	
SALARIES	15411								
	15411	5108	SALARIES DEPT HEAD	\$	98,656.00	\$ 98,656.00	\$ 100,645.04	100.02%	
	15411	5112	SALARIES OUTREACH	\$	67,050.00	\$ 67,050.00	\$ 69,352.52	101.41%	
	15411	5113	SALARIES OTHER DRIVER	\$	30,953.00	\$ 30,953.00	\$ 10,574.58	33.49%	
	15411	5116	SALARIES CLERICAL	\$	63,051.00	\$ 63,051.00	\$ 64,793.43	100.75%	
	15411	5185	LONGEVITY	\$	700.00	\$ 700.00	\$ -	0.00%	
TOTAL			SALARIES	\$ -	\$ 260,410.00	\$ 260,410.00	\$ 245,365.57	94.22%	\$ 15,044.43
EXPENSES	15412								
	15412	5201	R&M VEHICLES	\$	7,500.00	\$ 7,500.00	\$ 1,948.92	25.99%	
	15412	5215	OFFICE EQUIPMENT	\$	500.00	\$ 500.00	\$ 240.00	48.00%	
	15412	5230	OFFICE SUPPLIES	\$	1,500.00	\$ 1,500.00	\$ 1,525.75	101.72%	
	15412	5234	VEHICLE FUEL	\$	7,013.00	\$ 7,013.00	\$ 755.57	10.77%	
	15412	5235	VEHICLE TIRES	\$	1,500.00	\$ 1,500.00	\$ 30.00	2.00%	
	15412	5241	STATIONARY	\$	700.00	\$ 700.00	\$ 170.00	24.29%	
	15412	5249	OTHER	\$	1,000.00	\$ 1,000.00	\$ 495.00	49.50%	
	15412	5250	BOOKS & PERIODICALS	\$	500.00	\$ 500.00	\$ 30.70	6.14%	
	15412	5260	MEETINGS SEMINARS	\$	1,035.00	\$ 1,035.00	\$ 235.00	22.71%	
	15412	5261	IN STATE TRAVEL	\$	840.00	\$ 840.00	\$ 149.90	17.85%	
	15412	5263	DUES	\$	1,850.00	\$ 1,850.00	\$ 436.85	23.61%	
	15412	5270	POSTAGE & COURIER	\$	950.00	\$ 950.00	\$ 805.62	84.80%	
TOTAL			EXPENSES	\$ -	\$ 24,888.00	\$ 24,888.00	\$ 6,823.31	27.42%	\$ 18,064.69
TOTAL			SALARIES	\$	260,410.00		\$ 245,365.57	94.22%	
TOTAL			EXPENSES	\$	24,888.00		\$ 6,823.31	27.42%	
COMBINED			COMBINED	\$	285,298.00		\$ 252,188.88	88.39%	\$ 33,109.12

G



UNIVERSITY OF MASSACHUSETTS BOSTON

GERONTOLOGY INSTITUTE

JOHN W. MCCORMACK GRADUATE SCHOOL OF POLICY AND GLOBAL STUDIES

PROFESSIONAL SERVICE AGREEMENT

Town of Hingham

This Professional Service Agreement (“Agreement”) is made as of this January 1, 2022 (“Effective Date”) between the Town of Hingham Council on Aging, (“Town”), and the University of Massachusetts (“UMass Boston”), represented by its Gerontology Institute (“Institute”), having an address of 100 Morrissey Blvd, Boston, MA 02125-3393 (“the Parties”).

The Institute has technical expertise, resources, and capacity available to it, and the Town wishes to engage the Institute to provide the Town with technical services. UMass Boston has determined that the proposed services to be provided are consistent with its research, economic development, educational, and public service missions.

Therefore, the Parties hereto mutually agree as follows:

1. Professional Services. The Institute agrees to provide the professional services described in Exhibit A, which is attached hereto and incorporated herein by reference (“Services”). Trained personnel of the Institute shall render the Professional Services.
2. Term. The Institute will use reasonable efforts to provide the Professional Services during the period from the date of this Agreement until October 31, 2022. Unless the parties agree to extend the term in writing, this Agreement shall expire at the end of the term or upon the completion of the Professional Services, whichever shall first occur.
3. Confidentiality. To the extent allowed by law (MGL Chapter 66A), the Institute agrees that any data provided to it by the Town in order to complete the Services (“Data”) are the confidential information of the Town. The Institute agrees to hold these in confidence and to use them solely for the purpose of rendering the Services. Data collected by the Institute from publicly available sources can be shared.
4. Payments. The Town agrees to pay to UMass Boston an all-inclusive fee of \$35,000 for these services. This cost shall include all Institute staff time and overhead. The Town agrees to make payments upon receipt of invoices. The Institute reserves the right to discontinue work if the Town fails to pay invoices within forty-five days of receipt. Payments shall be made to “University of Massachusetts Boston” and shall be sent to:

University of Massachusetts Boston
Gerontology Institute
Attn: Caitlin Coyle
100 Morrissey Blvd.
Boston, MA 02125-3393

5. Warranty Disclaimer. The Institute shall perform the Services in a professional and workmanlike manner. The Institute shall endeavor to perform the Services within the schedule set forth herein, but is not liable for failure to meet the schedule. The foregoing warranties are in lieu of all other warranties, express, implied or statutory, including without limitation any implied or express warranties of merchantability, fitness for a particular purpose, or non-infringement of a patent or other intellectual property right.

6. Limitation of Liability. In no event shall UMass Boston be liable for any loss of profits, loss of use, loss of data, cost of cover, indirect, special, exemplary, punitive, incidental or consequential damages of any kind in connection with or arising out of this Agreement or the Services, even if UMass Boston has been advised of the possibility of those damages. Notwithstanding the foregoing, in no event shall its liability arising out of this Agreement or relating to the Services exceed the amounts actually paid.

7. Use of Names. The Town agrees that it will not utilize the name or seal of the University in any advertising promotional material or publicity, without the express written consent of UMass Boston. Reciprocally, UMass Boston will not utilize the name or corporate seal of the Town in any advertising promotional material or publicity, without the express written consent of the Town.

8. Termination. This Agreement may be terminated by either of the Parties upon thirty (30) days written notice of termination to the other. If either of the Parties defaults in the performance of any of its material obligations under this Agreement, then the non-defaulting party may give written notice of the default to the defaulting party. Unless the default is corrected within thirty (30) days after the notice, the notifying party may terminate this Agreement immediately upon written notice. Upon termination of this Agreement by either party, UMass Boston will be reimbursed for all costs and non-cancelable commitments incurred in performance of the Professional Services prior to the date of termination in any amount not to exceed the total commitment set forth in Section 4 of this Agreement. Provided, however, that if professional services are not complete, then UMass Boston will return any pro rata share of payment to the Town not otherwise expended, to the extent permissible.

9. Survival. The obligations of the parties under Sections 3, 4, 5, 6, 7, 8, and 9 survive termination of this Agreement.

10. Independent Contractor. Nothing contained in this Agreement shall be construed to constitute the Institute or UMass Boston as a partner, joint venture, employee, or agent of the Town, nor shall either party have the authority to bind the other in any respect, it being intended that each shall remain responsible for its own actions.

11. Governing Law. This Agreement is governed by the laws of the Commonwealth of Massachusetts without regard to any choice of law rules. The Parties agree to exclusive jurisdiction and venue in the Massachusetts Superior Court in Suffolk County.

12. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the Services, supersedes all prior oral and written agreements with respect to the subject matter, and can be modified only by a written instrument signed by both of the Parties which references this Agreement.

UMass Boston and the Town have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

Town of Hingham

BY: _____

NAME: _____

TITLE: _____

DATE: _____

University of Massachusetts Boston

BY: _____

Caitlin Coyle, Director, Center for Social and Demographic Research in Aging

DATE: _____

BY: _____

NAME: _____

Office of Research and Sponsored Programs

DATE: _____



UNIVERSITY OF MASSACHUSETTS BOSTON

GERONTOLOGY INSTITUTE

JOHN W. MCCORMACK GRADUATE SCHOOL OF POLICY STUDIES

PROPOSAL FOR CONSULTING SERVICES

Title:

Aging in Hingham: A Community Needs Assessment

Client:

Hingham Council on Aging

Commissioned By:

Town of Hingham

Proposer:

The Center for Social & Demographic Research on Aging
Gerontology Institute
McCormack Graduate School of Policy and Global Studies
University of Massachusetts Boston

Proposal date:

August 31th, 2021

Proposed start:

January 1, 2022

Proposed duration:

10 months

Brief description:

In cooperation with the Town of Hingham's Council on Aging, researchers at the Center for Social & Demographic Research on Aging at UMass Boston will conduct a study focusing on the needs and interests of Hingham's adult population, as they shape the planning and development of Hingham's Council on Aging and Senior Center.

CENTER FOR SOCIAL & DEMOGRAPHIC RESEARCH IN AGING
GERONTOLOGY INSTITUTE, UMASS BOSTON
CONTACT: CAITLIN.COYLE@UMB.EDU
VOICE: 617.287.7467

Aging in Hingham: A Community Needs Assessment

1. Overview

The Town of Hingham, led by the Council on Aging, has requested a study of the needs and interests of Hingham's current and rising older adult population (age 60 and over). The requested study will inform the Hingham Senior Center's planning for programs and services meant to address the evolving needs and interests of Hingham's older residents. The proposed scope of work outlined in this document addresses the needs assessment will inform planning for programs, policies and other Town-wide efforts meant to ensure that Hingham is a friendly, accessible and inclusive place for residents to grow up and grow old.

2. Facility & Key Personnel

The principle place where research will be conducted is the University of Massachusetts Boston (UMB) Campus (100 Morrissey Blvd, Boston, MA 02125). Since its establishment in 2012, the [Center for Social and Demographic Research on Aging](#) (CSDRA) within the Gerontology Institute at UMB has focused on developing applied research and evaluation capacities to support communities and their aging residents throughout the Commonwealth. To this end, CSDRA has conducted multicomponent community needs assessments on a contract basis, aimed at identifying gaps in programs and services targeting older adults. In these projects, CSDRA researchers have used multiple applied research methods, including surveys, focus groups, key informant interviews, and analysis of secondary data from the U.S. Census and other sources, to assess unmet needs of older adults and to support communities during their planning for future service provision.

Dr. Caitlin Coyle, Director of CSDRA, serves as the principal investigator on this project. She has more than a decade of experience conducting community-based research projects. Her expertise in gerontology and public health and applied qualitative and quantitative evaluation methods offers a strong basis for leading and supervising the proposed project. All projects are supported by additional research staff from CSDRA.

In addition to these staff, CSDRA also employs doctoral students from the gerontology department who have experience conducting needs assessments. Student participation in community projects will include assisting in protocol and tool development, serving as note-takers in focus groups, and assisting in report production.

3. Scope of Service

The CSDRA at the University of Massachusetts Boston ("Institute") proposes to conduct all components of the study as described below. Specific elements of the study will be

finalized in consultation with representatives from the Hingham Council on Aging. To the extent required by University policy, approval of the University of Massachusetts Boston Institutional Review Board will be obtained prior to beginning the study.

- **Prepare a demographic profile of the age 60+ population in Hingham, based on existing data from the U.S. Census Bureau**—Data from the U.S. Census Bureau will be analyzed using conventional demographic methods in order to generate a limited profile of the Town of Hingham’s population aged 60 and over (the "older adult" population). Special emphasis will be placed on describing projections and demographic factors that may have implications for the community in coming years. Further, comparisons across varying age-specific segments of Hingham’s population will also be used to inform an understanding of the community context in which Hingham’s older residents are embedded.

As an initial step toward understanding characteristics of Hingham’s population through quantitative data, we will use data from the 2010 U.S. Census and from the American Community Survey (ACS)—a large, annual survey of the population, conducted by the U.S. Census Bureau. For purposes of this assessment, we will primarily use information drawn from the most current 5-year ACS files (2015-2019), along with U.S. Census data for the Town of Hingham to summarize demographic characteristics including growth of the older population, shifts in the age distribution, gender, race and education distributions, householder status, living arrangements, household income, and disability status. Data are publicly available for download on the U.S. Census website (<http://www.census.gov/>). The University and the Gerontology Institute within the University provide computer/software support for analyzing Census data. Additional demographic data are drawn from projections generated by the Donahue Institute at the University of Massachusetts (<http://pep.donahue-institute.org/>) and the Metropolitan Area Planning Council (<http://www.mapc.org/>).

- **Prepare written and web versions of a questionnaire designed to be used in a survey of a sample of the age 60+ population.**

A resident survey questionnaire will be developed by the research team at UMB, in consultation with the Town of Hingham. The questionnaire will include quantitative and open-ended questions chosen based on their salience with respect to the planning needs of the town. This questionnaire will be developed in cooperation with the Town of Hingham and working group assembled for this purpose, and is expected to be roughly 8 pages long, and include approximately 45 questions. Questions typically cover topics like caregiving, health and functioning, use of senior services and long terms services and supports.

The survey will be a mail-in survey, with a web response option. An electronic copy of town census information will be obtained from the Town Clerk, to be shared with the Consultants, including the following information: name, mailing address, gender, and age. Consultants will

use this list exclusively for research purposes relating to this project. The CSDRA will coordinate with the mail house chosen to print and mail the postcards to a sample (n=3,500) of residents age 60 and older.

Project staff have extensive expertise in creating and administering surveys, as well as collecting and analyzing data, and interpreting results. The University and the Gerontology Institute within the University provide computer/software support for analyzing secondary data, including the statistical program (i.e., SPSS). Our experience suggests that the return rate for a community survey such as this is approximately 25%; in Hingham this return rate would result in roughly 875 returned questionnaires.

- **Conduct up to four one-on-one interviews with Town officials or other Key Informants—** One-on-one in-person interviews with four key informants will be conducted. Key informants will be identified jointly by the Director of Elder Services and the Consultants, and may include representatives of key offices and organizations such as the Town Administrator, the Board of Selectmen, and the Chiefs of Police and Fire. The purpose of key informant interviews is to gain perspective on the adequacy of elder services in Hingham, identify key service gaps, and to identify ways in which Town leaders are planning for growth in the aging population.
- **Develop a peer community comparison** focusing on features of senior centers in comparable communities in Massachusetts. Interviews with five Senior Center Directors from communities similar to Hingham will be conducted. These interviews will be used to obtain comparative information on senior centers in peer communities, specifically asking about size, budget, and use patterns. The Consultants at UMass Boston will identify peer communities in conjunction with the Hingham Council on Aging. Additional information on the selected Senior Center Directors will be retrieved from websites and public documents.
- **Provide an electronic version of the report to the Town of Hingham and Council on Aging.** The final report produced in this project will represent collaborative efforts by the Town of Hingham and the University of Massachusetts Boston. We will compile into a report data from all sources developed for this project. The CSDRA will meet with the Department of Elder Services and appropriate partners to review the draft report prior to its finalization. The CSDRA shall deliver a .pdf version of the report for further distribution as desired. The Consultant may reserve the right to use this report in its materials and to post the report on its website after providing a copy for review and approval by the Department of Elder Services.
- **Deliver a presentation of the report to the Hingham Council on Aging and community at large—** Key results and implications/recommendations will be presented using PowerPoint slides to key stakeholders and community members.
 - A PowerPoint slide deck will be provided in electronic form to the Hingham Council on Aging for their unlimited use and distribution.

4. Project Timeline

Dates	Scheduled Activities
January 2022	Meet to finalize a scope of work and timeline.
February 2022	Prepare demographic information Assess usage trajectories for Senior Center programs and services Obtain Institutional Review Board approval through UMB Identify and invite key informant interviews
March 2022	Conduct 4 key-informant interviews Draft and review questionnaire content Obtain mailing list and prepare mailing Devise strategy for encouraging survey response
April 2022	Distribute and collect survey Conduct peer community comparison
May-June 2022	Data entry and analysis
July-August 2022	Prepare final assessment
September 2022	Public presentation of findings
October 2022	Submit final assessment

Budget

The proposed budget of \$35,000 includes all costs associated with data collection, data analysis, report production, and presentation.

The Institute will bill twice during the project period, with 50% billed at the beginning of the project and the remaining 50% to be billed upon delivery of the final report.

Notice: Agreements between local governments and the Center for Social and Demographic Research on Aging (CSDRA) are exempt from the provisions of Chapter 30b, the Uniform Procurement Act, since the University of Massachusetts is an instrumentality of the Commonwealth. Municipalities may negotiate a scope of services and a price with CSDRA directly, saving both time and money.

Samples of prior reports

Relevant sample reports are available on the website of the Center for Social and Demographic Research on Aging (<http://www.umb.edu/demographyofaging/community>)

8. References

References are available upon request.